



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Fortune Media Inc  
527 Avenue B  
Redondo Beach, CA 90277

Schedule Dates	09/25/12-09/30/12	Last Modified	10/01/12
Advertiser	Friends of Patrick Murphy (72568)	Entered By	Nancy Brutus
Agency	Fortune Media Inc (7993)	CO-OP	No
Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	06332021
Brand	925/PATRICK MURPHY (474990)	Demo	A35+R
Salesperson	TeleRep/LA, Los Angeles (2990)	Order Type	Normal
Sales Office	TeleRep Los Angeles	Package Deal	
Buyer Name	FORTUNE,ONDINE	Commission %	15.00
Phone/Fax	(323) 634-8085 /	Commission	\$3,075.00
CPE	33/146/390	Net Total	\$17,425.00
Account Types	National/Political Candidate Agency BRD	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	925/PATRICK MURPHY ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** TU-M FLIGHT, 30 MIN SEP		

By Broadcast Month	Spots	Rate
Sep. 2012	9	\$20,500.00
Grand Total:	9	\$20,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
3.0	Normal Line / Prime (3)	09/25/12-09/25/12	3	:30	8P- CBS-NCS (Tuesday)			1						1	\$4,000.00	\$4,000.00	West Palm Beach (WPEC)		9/21/12
4.0	Normal Line / Prime (4)	09/25/12-09/25/12	3	:30	10P- CBS-Vegas (Tuesday)			1						1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		9/21/12
5.0	Normal Line / Prime (5)	09/26/12-09/26/12	3	:30	8P- CBS-Survivor (Wednesday)				1					1	\$2,500.00	\$2,500.00	West Palm Beach (WPEC)		9/21/12
6.0	Normal Line / Prime (6)	09/27/12-09/27/12	3	:30	9P- CBS-Person of Interest (Thursday)					1				1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		9/21/12
7.0	Normal Line / Prime (7)	09/30/12-09/30/12	2	:30	7P- 8P (EST)							1		1	\$4,500.00	\$4,500.00	West Palm Beach (WPEC)		9/21/12
8.0	Normal Line / Prime (8)	09/30/12-09/30/12	3	:30	9P- CBS-The Good Wife (Sunday)							1		1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		9/21/12
9.0	Normal Line / Prime (9)	09/27/12-09/27/12	3	:30	10P- CBS-Elementary (Thursday)					1				1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		9/25/12
10.0	Normal Line / Prime (10)	09/29/12-09/29/12	3	:30	10P- CBS-48 Hours (Saturday)							1		1	\$800.00	\$800.00	West Palm Beach (WPEC)		9/25/12
11.0	Normal Line / Prime (11)	09/30/12-09/30/12	3	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		9/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Advertiser  
Agency  
Product  
Brand  
Salesperson  
Sales Office  
Buyer Name  
Phone/Fax  
CPE  
Account Types  
Billing Type  
Comments

09/25/12-09/30/12  
Friends of Patrick Murphy (72568)  
Fortune Media Inc (7993)  
POLITICAL CANDIDATE (ns) (1186)  
925/PATRICK MURPHY (474990)  
TeleRep/LA, Los Angeles (2990)  
TeleRep Los Angeles  
FORTUNE, ONDINE  
(323) 634-8085 /  
33/146/390  
National/Political Candidate Agency BRD  
Weekly/Irregular  
925/PATRICK MURPHY  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* TU-M FLIGHT, 30 MIN SEP

Last Modified  
Entered By  
CO-OP  
Headline #  
Demo  
Order Type  
Package Deal  
Commission %  
Commission  
Net Total  
Sales Tax

By Broadcast Month Spots Rate  
Sep. 2012 9 \$20,500.00  
Grand Total: 9 \$20,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0.1	Closed Preempt (11)	09/30/12															West Palm Beach (WPEC)	Live Program Overrun/Exception - Please write back on for the same date under li	
12.0	M/G For 11.0.1 / Prime (11)	09/30/12-09/30/12	3	:30	11P-12:30A (EST)								1	1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12

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NAB Form PB-16 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**West Palm Television**Date:**6-12-12I, ONLINE FORTUNE

being/on behalf of: Patrick Murphy, a legally  
qualified candidate of the Democratic political

party for the office of: \_\_\_\_\_

in the General electionelection to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As ordered				
		LOPEC #1377502			

**Total Charges:** \$20,500\*

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patrick Murphy

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

6/12/12 Ondine Jortney - Agent  
Date Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Lillie K Roberts Lillie K Roberts Sales Director  
Signature Printed Name Title

NAB Form PB-16 Candidates

**CANDIDATE CERTIFICATION**

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Patricia Murphy  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Online Fortune

signature of candidate or authorized committee

ONLINE FORTUNE

printed name

6/12/12

date



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FRIENDS of PATRICK MURPHY PARTY: Dem

OFFICE/DESCRIPTION: U.S. Congress ELECTION DATE: 11/6/12

INQUIRY MADE BY: Online Fortune  
Candidate Manager Agency Committee (circle one)

ADDRESS: Fortune Media, Inc  
527 Avenue B  
Longwood Beach, CA 90277

PHONE: 310-543-1874 FAX: 310-543-1344

EMAIL: \_\_\_\_\_

Information Requested: Rates & Airline's

Final Disposition: Order Placed \$20,500

If Committee, list officers and position: Treasurer - Patrick Murphy

TAKEN BY: Mary McCue DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

T'Rep LA